

Virtual Sale Events

Current Problems

- Customers are unable to visit showrooms
- All shopping is taking place online
- Low conquest response rates
- Websites are not easy to navigate and lack the information consumers are looking for
- Consumers buying behavior has changed, and are less likely to talk in-person
- People are weary to shop due to global health concerns
- Businesses are trying to adapt to a new way of operations

The J&L Marketing Solution

- Relevant ad copy to put customers at ease during the global health crisis
- Tracks all consumer activity in real-time that allows you to know the behavior of your prospect
- Provides your customers with all the information they are looking for in one place
- Incorporates your current rebates and incentives
- Allows you to keep your doors open 24/7
- High conquest success rate
- Highly-affordable marketing strategy

Why It's Hard to Solve The Problems

- Prospects are doing their research online only
- Over-saturation of online marketing from competitors
- Many businesses aren't equipped to be digital only
- Limited marketing budget
- Current marketing tools don't provide enough insight on online viewers

Our Key Features

- 24/7 Interactive Reporting Dashboard that shows you what consumers are looking at in real-time
- Email
- Landing Pages
- Banner Ads
- Social Asset

Allow a ready-to-buy audience to connect with your dealership online and walk the lot, from the convenience of their home.

Keep your store open **24/7** with Virtual Sale Events, and gain a constant source for lead generation during this time.

Normal Price:

~~\$1,997~~ /MO

Special Price:

\$997 /MO

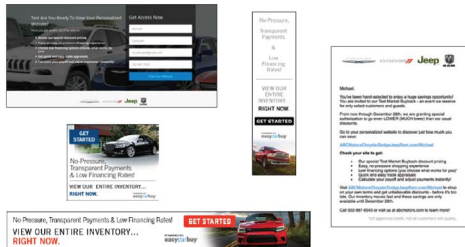
**Request
A Demo**

learnmore@jandlmarketing.com

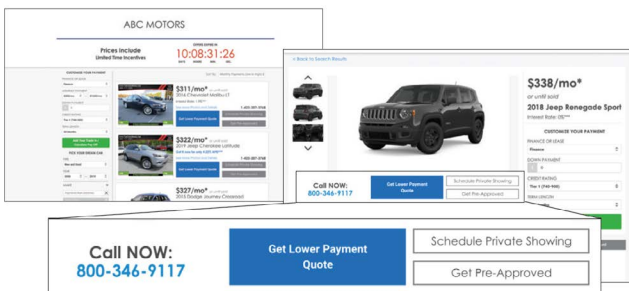


How it Works

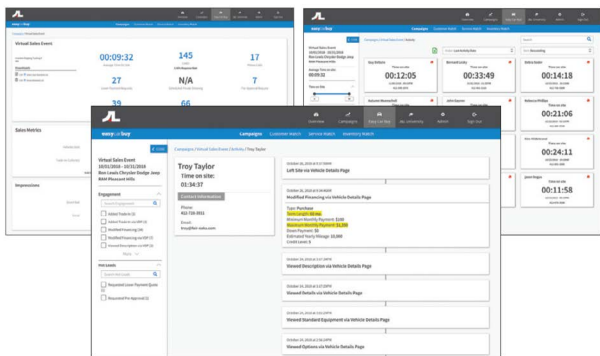
Marketing Communication



Easy Car Buy Landing Page



Reporting Dashboard



Target List

In-market car buyers (90-days) up to 50% conquest



Marketing sent over the course of a 30-day period

- Email
- Banner Ads
- Social Asset



Landing Page

Collects customer name, email & phone number upfront



If form filled out

An initial lead is generated to the dealer and the customer proceeds to the Easy Car Buy landing page

If not filled out

An abandon email sent to encourage return



Customer browses Easy Car Buy

All actions from landing page are tracked and reported to the dealer in real time

Customer clicks a Call-To-Action

A second, high-priority lead is sent to the dealer indicating high level interest



Interactive Reporting

24/7 access to all customer activity.

- Time on site
- VDP Views
- Trade-Ins Added
- Financing info
- Lower Payment Requests
- Private Showing Requests
- Pre-Approval Requests



Refresh list of customers

A new list is generated quarterly, guaranteeing high quality leads throughout the month, all year long

